

## **Ziris Application Suite**

Ziris 7 is a full-featured digital signage system for large and small screen networks.

Ziris 7 is Sony's enterprise-strength digital signage software, designed to exploit the full potential of digital signage today, and optimise it for ease of use.

Within the suite, specialised modules link together, co-operating to create an ideal environment for making, delivering and displaying eye-catching digital signage content.

Ziris Create 7 is the creative core of the Ziris 7 ecosystem, featuring an intuitive interface that works across a wide range of visually stimulating media.

Ziris Manage 7 monitors the Ziris network, with an easy-to-navigate, tree-like representation of players and their connections. The system generates alerts if there are performance issues, and users can 'zoom-in' on individual devices for detailed management.

Ziris Edge 7 and Ziris Transfer 7 add scalability and flexibility to Ziris networks by managing heavy workloads and bringing dependable performance to difficult or challenging network conditions.

Ziris View 7 is Ziris's player software. Supported by Windows 7® PCs, it receives, stores and outputs captivating content made in Ziris Create 7 to a connected screen. Fluent in a wide range of media types, and designed with robust performance in mind, Ziris View 7 completes the seamless end-to-end Ziris experience. Digital Signage is an increasingly important channel for communication and marketing in public spaces. Every aspect of the Ziris 7 Application Suite is sharply focused on creating and delivering the most vibrant, colourful and attention-grabbing visual communication possible: today, tomorrow and in the future.

## **Features**

### **End-to-end Sony solution**

Ziris 7 is an integrated hardware and software digital signage system from Sony. Each component in the

Ziris 7 Suite is designed to work in collaboration with the other parts, and to perform specific, specialised tasks. Having an end-to-end integrated solution from a single manufacturer means that the system works better as a whole, is well supported now, and with future developments.

### **Full HD resolution**

HD screens are now cost-effective and are perfect for digital signage, as they provide a superb image from a distance and close-up. Ziris 7 makes full use of this by working with pristine HD video and high-quality images.

### **Ten layer compositions**

Sony's intuitive timeline-based interface is ideal for creating simple or complex screen compositions. For novel and sophisticated screen layouts, Ziris 7 provides multiple graphics layers for creating innovative compositions. With Ziris 7, there are always enough layers to match your creative demands.

### **Metadata-driven content delivery**

Ziris 7 can save time and organisational effort by automatically delivering specific content to designated sites. This can work at any level within a Ziris composition - even down to individual objects of a 'slideshow'. This capability is ideal for inserting localised content within a national campaign.

### **Works over any network topology**

Ziris 7 will work effectively on any type of network. It can even work with sometimes difficult or unreliable connections like 3G. Ziris 7 has been designed to make the best use of whatever kind of network you have.

### **Extreme ease of use**

Ziris 7 has been completely re-engineered with a new, unified interface and a streamlined workflow for content creators and administrators. Designed to be intuitive as familiar office software, it's now easier than ever to create and display world-class content with Ziris.